

Together Let's Make Lerwick Town Centre Better



Business Improvement District
Lerwick, Shetland



Living Lerwick Ltd - Ready for Action

Setting high standards

Living Lerwick Ltd is getting off to a great start already. The documentation prepared for the Lerwick town centre BID has set the standard for developing BIDs in Scotland. The Proposal prepared is to be used by BIDs Scotland as their good practice guide.

Ian Davison Porter, Director of BIDs Scotland said: *"Our thanks to Christena Irvine (Project Manager) and Harry Jamieson (Chair) at Living Lerwick and Shetlands Islands Council who gave such dedicated and enthusiastic support to develop this BID Proposal and for allowing us to put the BID Proposal on the BIDs Scotland website."*

Direction of Living Lerwick Ltd

We now have a fully constituted Management Board responsible for ensuring that Living Lerwick Ltd achieves the objectives in its business plan. The operational start date is 1st September 2012. Directors are now busy defining the first three projects; customer care courses, a winter festival and a competition for the October school holidays.

Harry Jamieson, Chairman of Living Lerwick Ltd said: *"I'm really happy we are getting off to such a great start. These are exciting times for Lerwick Town Centre. Things are moving fast and we've got an enthusiastic team of Directors to make it all happen."*

Management of Living Lerwick Ltd

Living Lerwick Ltd is seeking to contract for one year (with option for renewal for a further four years), a person or organisation to drive delivery of a £100k+ p.a. Business Improvement District (BID) Business Plan to benefit the local economy and local businesses.

The contractor will have professional sales and marketing and strong communication skills, the ability to build strong partnerships and previous experience of managing a successful project. The contract value is approx £20k (terms and conditions to be agreed). This is a service contract, not a staff position. Further details and information on submitting a tender letter by 5pm on 14th September are available at www.livinglerwick.co.uk

Until 1st October, Christena Irvine, who managed the development phase, will manage Living Lerwick Ltd.

Living Lerwick Ltd Management Board

Directors

Name

Harry Jamieson (Chair)
Steve Mathieson (Vice Chair)
Ken Rae (Vice Chair & Treasurer)
Cynthia Adamson
Barry Callieu
Eleanor Eunson
Emma Gibson
Ben Mullay
Inga Scott
John Watt
Hazel Wiggins
Ingrid Webb

Business

Harry's Department Store
Visit Shetland
J.G Rae Ltd
M & Co
Shetland Youth Information Service
Boots
The Peerie Shop & Cafe
The Camera Centre
The Stage Door
Thulecraft
Sweet Memories and Lodberrie Deli
COPE Ltd

Non-voting members

Name

Alastair Cooper
Allan Wishart
Angus MacInnes

Business

SIC Councillor
SIC Councillor
Northern Constabulary

How the BID will operate

Living Lerwick Ltd will implement the projects in the business plan. All businesses should have a copy of this. It is also available from the office and www.livinglerwick.co.uk.

Like any business plan, it will be a working document, which means the Directors can adapt projects to suit any changes in circumstances during the five year life of the BID. The purpose of Living Lerwick Ltd is to serve businesses in the area by achieving as much benefit as possible for the town centre, using the money the businesses have invested.

Our first projects

We are already working on the first three projects. So far we are developing:

- A customer care course
- A Winter Festival
- A competition for the October school holidays

Directors and staff of Living Lerwick Ltd are always open to suggestions for additional projects which would make Lerwick town centre better. If you would like to suggest a project which isn't already in the business plan, please email your suggestion to info@livinglerwick.co.uk or speak to one of the Directors.

Living Lerwick Ltd

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Office opening hours

Tuesday - 10.00am to 1.00pm